

All Automobile Dealers Should Read This

Your business is getting harder every day. The automobile industry is passing through a great change and you must prepare for new conditions if you are to succeed.

It is to be "*The survival of the fittest.*"

The production of cars has increased tremendously. Until this year, people took any car that could be delivered promptly—that could be had at the price they wanted to pay.

This resulted in the most rapid growth of any industry in the history of the world. New factories were started almost daily. New dealers opened their salesrooms as fast as they could get cars. Competent and incompetent men were attracted to the business. Many succeeded. People wanted cars and all they demanded was "Immediate delivery." They paid little attention to values—they bought blindly and often unwisely.

Many manufacturers, in their mad rush to fill orders, slighted quality—and the result is being told today in unsalable second-hand cars. It will become even more serious in the future. The cars without quality are hard to sell now.

Many bought cars who could not afford them. Some will continue to do that, but the automobile business is now rapidly assuming a staple condition and this means different manufacturing methods, different sales plans and fewer dealers.

Yet the future of the automobile business was never more promising than it is today. Production will be restricted through the process of elimination. Manufacturers without experience and capital and dealers handling unreliable or unknown cars will drop out. People are now buying cars intelligently—they are insisting upon quality—they can get deliveries more promptly and they know more about automobiles. The big buyers will be those who have already owned automobiles. Thousands of automobiles sold in the last two years have proved the folly of making cars of poor quality. These cars now can neither be sold nor used. They have worn out. The owners are now more critical and are buying cars of proven value.

There are six successful cars in the medium priced class. Any one of them is worth the money asked for it. The manufacturers have aggressive and effective organizations that assure the future of their product and the dealers handling their lines. The coming year will show a generally changed condition with most manufacturers, and those dealers who do not handle the right lines will have to get out of business.

In every line of merchandise in your town some merchant stands out prominently as the leader. The leading clothing store handles a well-known advertised, popular line of clothing. It is a distinct asset to have the agency of a big seller. The manufacturers who put quality into their goods should put energy back of their sales. Some concerns succeed only through the energy of their dealers who get little help from the manufacturer. There is no over demand for clothing, for hats, for women's garments and for groceries. Such goods are sold only through quality and aggressive salesmanship. That is the condition of the automobile business from now on. It is for you to determine what line you are to handle. Will you tie up with a car that is built by men who know how—that is built along the right lines, with the right quality—that is salable in itself in every respect and is backed by a vigorous sales campaign that enables discriminating buyers to know these things and causes them to choose this car?

People no longer buy by merely asking "When can I have a car?" They want to know something about the car. How is it built? Who built it? Can the builders meet this increasing competition and are they permanently established?

The Hudson is an acknowledged winner. In its very first year 4,200 cars were sold to users—the largest and most successful first year of business of any automobile company in the history of the industry.

There is a reason for this. A roadster for \$1,000, a touring car for \$1,150, with lines that please the most critical—with construction that endures the most grueling service and with a sales and merchandizing department that uses intelligent methods to sell the car to the consumer and a technical organization of traveling experts that see that every car in the possession of the owner gives satisfactory service. That is the story of the Hudson Motor Car Company success. The most vigorous sales campaign ever conceived in connection with an automobile has been proved in the successful history of this company. The details of these plans cannot be told in a public announcement like this.

We will establish an agency in your town and all other towns where we have not closed.

Every automobile dealer should investigate the opportunities this announcement offers.

Only the best man in any town will be accepted. The men who represent Hudson cars will be assured of success and they will take the front rank in the quantity of sales and the profits made. The Hudson is the best car of quality and style that can be made at the price. This is proved by the fact that one dealer has sold 500 cars, others 250 and

many others 100 cars each. The Hudson will make the man who sells it the leading dealer in his town. We will close an agency in your town at once. We cannot tell the details here. We only want you to realize that you are right on the verge of the biggest change you have ever felt since you have been in the automobile business and your success in the future depends upon the connections you make now. You owe it to yourself to make this investigation for, if you are the best man in your town, we want you to sell the Hudson Car.

The Hudson plan is bound to win.

The Hudson Motor Car Company is not managed by novices. All of its officers have been in the automobile business since its early days. This organization, practically intact, is that which originally was connected with the Oldsmobile Company when it achieved its first success. It started and established the Thomas-Detroit, and later was a large factor in the success of the Chalmers-Detroit Company. These are the men that are making the Hudson success and assure its future. If you want to tie up to an organization that has never had a failure or a bad year—that has not made a success through accident, then wire at once and make arrangements to come to Detroit and see for yourself the opportunity this proposition offers you for continued success in the automobile business.

You must decide now.

There are too many dealers—too much competition. Therefore you must act quickly if you want to be one of the few successful dealers in your town.

To Owners and Prospective Owners of Automobiles.

There have been many changes in the automobile industry. Manufacturers have brought out new cars that seemed sensations, but have gone out of business at the end of one season. The public has bought those cars and found them less valuable than they expected them to be. No man buys a car with the idea of keeping it until it thoroughly wears out. Some time he expects to sell it and hopes to realize a large part of its initial cost price. Unless the car he buys is made by a successful manufacturer, permanently established, the car, no matter what its value, must be sold at a great sacrifice.

Many manufacturers have had "bad years," in which they have produced cars that in theory seemed satisfactory, but in practice were of little value. Because the company had built a few cars in a former season that had proved satisfactory, hundreds have been misled into buying an unsuccessful car.

The Hudson motor car is built by men who, as co-workers, and as an organization, have been together since the early days when they participated in the first success of the Olds, and later established and made successful the Thomas-Detroit Company, and were large factors in the success of the Chalmers-Detroit Company. These men have never had a failure. Never had a bad year. Never built a car that has not given complete satisfaction. They are the builders of the Hudson, the most amazing bargain in the automobile world.

These are the men that are building a roadster at \$1,000, and a touring car at \$1,150.

If you own a car that is not giving complete satisfaction, it is best that you sell it now, while the future of its manufacturer is unquestioned. If you are a prospective buyer of an automobile, be sure that the car you get is made by experienced men, in a factory where only successes have been produced, and by an organization with training and capital sufficient to guarantee permanency.

The Hudson meets all these requirements.

In class and style the Hudson stands pre-eminently the leader. 17½% of the 4,200 Hudsons sold and delivered in the past twelve months went to owners of high-priced cars—to those who know automobile values, and before buying assured themselves that the Hudson Company would be in business permanently so as to guarantee the value of their investment.

Hudson Motor Car Company

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DETROIT, MICHIGAN